

BOOKER'S®

FACT SHEET

BOOKER'S® "BOSTON BATCH"

Batch 2020-02

Booker's Bourbon, one of the few ultra-premium bourbons available uncut and unfiltered¹, is proud to release the second batch of its 2020 Collection -- Booker's Batch 2020-02, also called "Boston Batch"

ABOUT BOOKER'S® "Boston Batch"

The second release of the Booker's Bourbon 2020 Collection is Booker's® Batch 2020-02 "Boston Batch." This batch is named after the production site where Booker Noe first started his distilling career.

The distillery, now renamed the Booker Noe Distillery, is located in the small community of Boston, Ky., and was purchased by the James B. Beam Distilling Co. in the early 1950's as a second distilling location to increase production capability at the time. Because Boston was removed from the day-to-day of our flagship Clermont, Ky. distillery, Booker was able to experiment with whiskey a bit more and really learn about bourbon-making process. Some may say this is where he found his love of experimentation.

If you ever wanted to find Booker, Boston is where he'd be. That plant was his life for more than 40 years. His wife always said that Boston was Booker's first baby, and Fred was his second.



TASTING NOTES

Like all batches of Booker's Bourbon, Booker's "Boston Batch" was selected by Fred Noe to ensure it upholds the qualities and standards that fans of the brand have come to know and love. Uncut and unfiltered¹, this batch was chosen with the following characteristics.

PROOF:	126.5
AGE:	6 years, 3 months, and 10 days
BATCH NOTES:	Booker's "Boston Batch" has a rich light brown color. The aroma contains vanilla, toasted nuts and hints of baking spices. The flavor is full and has a finish that can be enjoyed neat.
SIPPING SUGGESTIONS:	Booker's "Boston Batch" is best enjoyed neat, over ice or with a few drops of water.

HISTORY

Booker's Bourbon is one of the only bourbons available today that is bottled uncut at its natural proof, yielding an intense flavor and nose that is one-of-a-kind. Inspired by a 200-year-old family tradition, Booker Noe, Jim Beam's grandson and 6th Generation Master Distiller, first created Booker's Bourbon as a Christmas gift for his close friends and family. Taking barrels found in the center-cut of the rack house, Booker bottled the bourbon straight-from-the-barrel, creating Booker's Bourbon, a true barrel bourbon. Today, Master Distiller Fred Noe personally tastes and selects every batch of Booker's Bourbon before it is bottled to ensure that it matches Booker's personal preference for a robust and full-bodied whiskey. The 2020 Batch Collection features four batch releases, each released in limited quantities and featuring a unique label and batch name honoring founding distiller Booker Noe, his love of family and his spirit of experimentation.

SUGGESTED PRICE & AVAILABILITY

Booker's "Boston Batch" is available nationwide beginning in July in limited quantities with a Suggested Retail Price of \$89.99 for a 750 mL bottle.

INFORMATION

For more information on Booker's Bourbon, visit www.BookersBourbon.com

PREVIOUS RELEASES IN 2020 BATCH COLLECTION



2020-01 "Granny's Batch"

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Booker's® Kentucky Straight Bourbon Whiskey, 60.5% - 65% Alc. Vol. ©2020 James B. Beam Distilling Co., Clermont, KY.
¹Booker's® Bourbon is quality screened to remove only pieces of charred barrel wood from the liquid.

